**Sell products/ Build Relationships- Assessment Tasks**

1. **Develop a document that provides broad knowledge for:**

* Two products the store sells (use your own workplace store or imaginary EXPO store)
* One Service the store provides to customers

***This document may be a flyer or brochure that can be used at the Retail Business Expo (2).***

1. **Product demonstration/presentation and plan.**

You have booked a stand at the local business expo and will be making a verbal sales presentation to a group of potential customers. (5-7 mins) The retail business expo is part of an initiative to encourage residents of the area to shop locally. This presentation will involve the promotion of the two products you have based your flyer or brochure on.

***This sales demonstration/presentation will be presented in the foyer of G Block. You will be allocated a space to setup your stand and the presentation will be assessed across a number of competency units.***

**In addition you will provide written details of the planning for this presentation:**

* You will complete a table showing product characteristics analysis to suit 2 possible client groups including features and benefits and identifying buying needs.
* How you will distribute the promotional materials pre, during and post presentation?
* How many staff will be involved and what roles will they play in your presentation?
* How you will communicate to staff and brief them about the sales demonstration?
* How were expo stand presentation standards maintained?
* How will you evaluate the presentation, feedback survey, questionnaires?

**2:A Use the presentation/demonstration planning tool and 2:C features and benefits**

**analysis table.**

**2:B Review your performance in terms of the planning and actual presentation after the Expo has run.**

**3. Customer sale and support Demonstration**

You will write and role play a sales interaction between a sales assistant and customer demonstrating your skills in customer rapport building, expert product knowledge and post sales support ,while considering legislation and store policy and procedures by including the following:

* Using an appropriately timed acknowledgement of customer.
* Using an effective, polite and welcoming sales approach. (greeting, service or merchandise approach)
* Acknowledging and using any knowledge about the buying patterns of the customer where known
* Use open and closed questioning techniques to work out what the customer wants
* Listening effectively to what the customer says
* Noticing and responding to the body language of the customer
* Using the customer’s name, where known, appropriately and respectfully
* Directing the customer’s attention by showing products they are interested in.
* Matching identified customer needs and/ or preferences to the products suggested or offered
* Using the product knowledge you have developed
* Mentioning any safety issues relating to the product
* Referring the customer to another staff member for additional information if necessary
* Responding to customer questions with relevant product information
* Telling customer the purchase price including any allowable discounts that may apply
* Advising the customer of the payment options available
* Allowing the customer time and space to make their buying decision
* Closing the sale
* Providing advice to the customer about store policies that apply if they are dissatisfied in any way with their purchase

***You may choose to provide your assessor with a video of your role play or to roleplay in front of the group.***

***Use the checklist 3:A to assist you in writing your role play.***

**4. Customer ethics**

You must complete the Customer ethics question sheet **4:A** and

submit the documentation to assessor by the due date agreed on.

**5.Customer records and databases.**

**5:A Identify the customer records that your store requires you to**

**develop and or update identifying:**

* When these records are created?
* The frequency with which these records must be updated
* The data/information they contain
* The use that is made by the store of these records

**5:B Develop an instruction sheet that can be used by a new staff**

**member to assist them in entering customer and transaction**

**details onto the store customer database. Submit to assessor**

**5:C Design and develop a customer loyalty scheme for your store:**

* Provide a copy of associated documentation ( such as application

forms and customer cards, conditions of use etc) to illustrate the

scheme.

* List and explain the benefits of your scheme to the customer.

***Your customer loyalty scheme may be based on existing schemes such as Flybuys, Myer one, Ezy way etc***

**This assessment task will also be used to provide evidence of competency in Operate retail information technology systems and will be assessed with O.R.I.T.S tasks by the O.R.I.T.S trainer.**

**6.Deal with Difficult Customers**

**Write and Role play a scenario dealing with an unhappy customer who is complaining about a product or service they have purchased in your store.**

Your script should include the following:

* Greeting and acknowledging the customer’s complaint
* An apology to the customer
* Active listening skills
* Appropriate questioning skills
* Clear verbal communication
* Problem solving skills
* Customer trust and confidence in store is maintained
* Agreement on a resolution
* The action the store will be taking
* A farewell to customer
* Any follow up required

**Use the checklist 6:A to assist you when writing your script.**

**2:B BUILD RELATIONSHIPS WITH CUSTOMERS**

**Presentation/Demonstration Evaluation**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Products: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please complete the following to evaluate your demonstration at the expo.

1. Overall how did you think the demonstration went?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What did you do really well during your demonstration?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What did you do poorly during your demonstration?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. How would you change your demonstration to improve it?

**2:A BUILD RELATIONSHIPS WITH CUSTOMERS**

**Presentation/Demonstration planning tool**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Products: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please complete the following to planner for your presentation/demonstration at the expo.

* How you will distribute the promotional materials pre, during and post presentation?
* How many staff will be involved and what roles will they play in your presentation?
* How you will communicate to staff and brief them about the sales demonstration?
* How were expo stand presentation standards maintained?
* How will you evaluate the presentation, feedback survey, questionnaires?

**2:C BUILD RELATIONSHIPS WITH CUSTOMERS**

**Features and benefits analysis table**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Product 1.** | **features** | **benefits** |
|  |  |  |
|  |  |  |
|  |  |  |
| **Product 2.** | **features** | **benefits** |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **Product 1** | **Potential customer group for product** | **Customer buying need (spaced)** |
|  |  |  |
|  |  |  |
| **Product 2** | **Potential customer group for product** | **Customer buying need (spaced)** |
|  |  |  |
|  |  |  |

**6:A** **BUILD RELATIONSHIPS WITH CUSTOMERS**

**Deal with difficult customer role play checklist**

**My script includes the following:**

* Greeting and acknowledging the customer’s complaint
* An apology to the customer
* Active listening skills
* Appropriate questioning skills
* Clear verbal communication
* Problem solving skills
* Customer trust and confidence in store is maintained
* Agreement on a resolution
* The action the store will be taking
* A farewell to customer
* Any follow up required

**3:A** **BUILD RELATIONSHIPS WITH CUSTOMERS**

**Customer sale and support demonstration checklist**

My role play script includes;

* Using an appropriately timed acknowledgement of customer.
* Using an effective, polite and welcoming sales approach. (greeting, service or merchandise approach)
* Acknowledging and using any knowledge about the buying patterns of the customer where known
* Use open and closed questioning techniques to work out what the customer wants
* Listening effectively to what the customer says
* Noticing and responding to the body language of the customer
* Using the customer’s name, where known, appropriately and respectfully

**3:A** **BUILD RELATIONSHIPS WITH CUSTOMERS**

**Customer sale and support demonstration checklist continued**

* Directing the customer’s attention by showing products they are interested in.
* Matching identified customer needs and/ or preferences to the products suggested or offered
* Using the product knowledge you have developed
* Mentioning any safety issues relating to the product
* Referring the customer to another staff member for additional information if necessary
* Responding to customer questions with relevant product information
* Telling customer the purchase price including any allowable discounts that may apply
* Advising the customer of the payment options available
* Allowing the customer time and space to make their buying decision
* Closing the sale
* Providing advice to the customer about store policies that apply if they are dissatisfied in any way with their purchase

**4:A BUILD RELATIONSHIPS WITH CUSTOMERS**

**Customer ethics worksheet**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please complete the following to worksheet

* Describe three things you can do in a retail workplace to establish rapport and a relationship with customers that will increase their commitment to, and build credibility in the store.
* Write a list of the professional ethics required of you by the employer in relation to your dealings with customers in the store.
* A customer has entered the store and asked for advice on what drink they should have today.

How would you respond to this question?

* What questions might you ask to clarify their needs and preferences before making a recommendation? (give specific examples)
* Identify two items sold by your store where you are able to use add-on and or complementary sales techniques and give an example for each of what you would say to the customer.